



BOARD ATTENDANCE POLICY

LEGISLATION

(9) The board shall meet monthly or as often as the board determines to be necessary at various locations throughout the state

(11) (a) The board shall determine attendance requirements for maintaining a designated board seat

(b) If a board member fails to attend according to the requirements established pursuant to Subsection (11) (a), the board member shall be replaced upon written certification from the board chair or vice chair to the governor.

A replacement appointed by the governor under Subsection (11) (b) shall serve for the board member's unexpired term.

CURRENT POLICY

Board members are required to attend at least 60% of the board meetings each calendar year (6 to 10 scheduled meetings)

A board member may call in for two of the six meeting if they are unable to physically attend.

If a member misses four meetings in a calendar year, the board chair and/or vice chair shall recommend replacement of the board member by providing written certification of their attendance to the governor.

A photograph of three people rappelling down a narrow slot canyon. The canyon walls are smooth, undulating, and a deep red color. The people are wearing helmets, harnesses, and ropes. The person in the foreground is wearing a red shirt and a white helmet. The person in the middle is wearing a blue shirt and a white helmet. The person in the background is wearing an orange shirt and an orange helmet. The lighting is warm, highlighting the textures of the rock.

SOUTHERN UTAH+

Board of Tourism Development
February, 2022

DATA HEADLINE

Time Period

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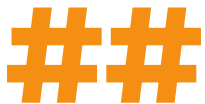
Data Point

- + Secondary Stats
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- + Secondary Stats

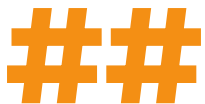


DATA HEADLINE

Time Period



Data Point



Data Point

EXPLORE AN ITINERARY



A Winter Trip Through the Heart of Utah's Desert

4 Days

Experience a world unlike anything you've ever imagined in the high desert mountains and plummeting canyons of south-central Utah. You'll step into two national parks, three state parks, and all the scenic winding roads your heart could desire.



Alpine, Après and Arches

5 Days

Timed perfectly for winter, this journey takes you to some of the finest mountain resorts in the world, then to the most spectacular vistas of the scarlet-hued desert.



Larger Than Life: Winter in Southwestern Utah

5 Days

This desert is dramatic. In a really good way. Experience the towering heights of Zion, the depths of Buckskin Gulch, the dunes of Snow Canyon, the sunset over Gooseberry. Southern Utah's wilds are wearing their winter splendor.



Ski Southern Utah: High Alpine Trails + Red Rock Wonder

5 Days

Southern Utah is home to two high-elevation ski areas that contain generous helpings of what we call (with authority) The Greatest Snow on Earth®. Things can be a little quieter down here this time of year. Give yourself at least five days to combine the thrills of Southern Utah skiing and boarding with exploring the wintertime wonders to be found in Utah's red rock country.



Winter Aglow in Southeastern Utah

5 Days

Find your sense of adventure and awe in the vast yet intricate swaths of desert from Arches National Park to Monument Valley. From delicate river-fed ecosystems to crimson-hued rock buttresses, this magical landscape is awash in history, dating back thousands of years to the original Native American settlers to whom these places were sacred.



Winter's Summits and Rockscapes

5 Days

There's no better way to experience a bit of everything Utah offers. Ski its heavenly powder snow, then point your car southward to wind your way through the exquisite Bryce Canyon National Park, Zion National Park and a series of crimson-hued state park gems along the way.

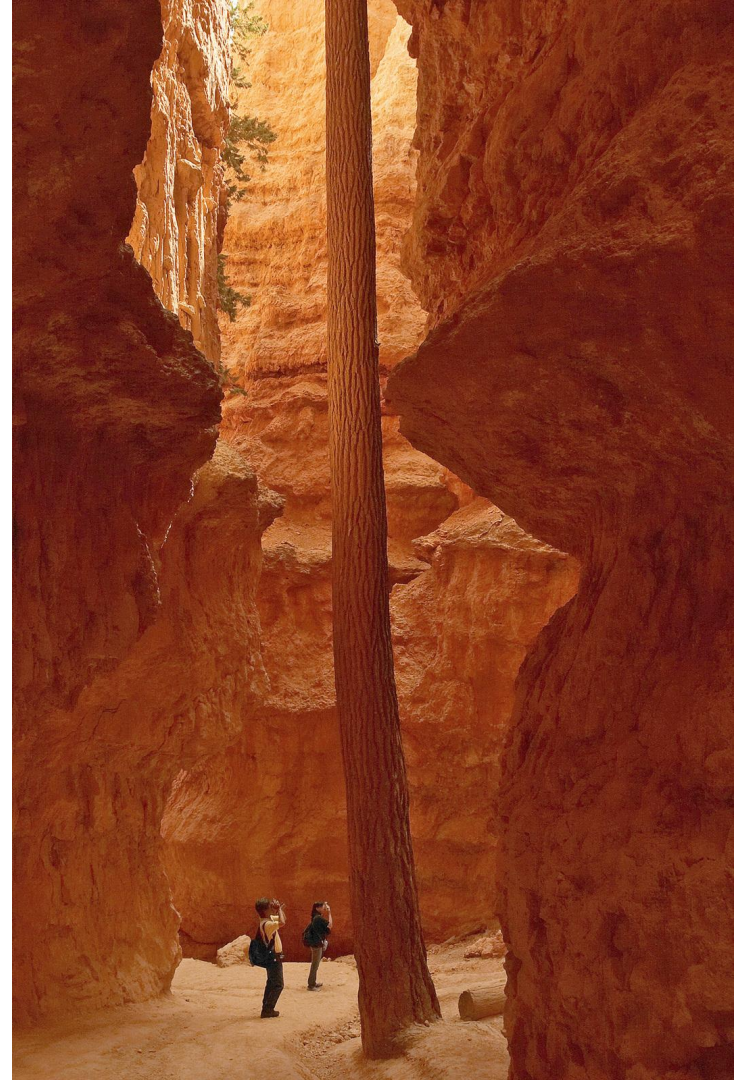
[VIEW ALL](#) →

DIVIDER SLIDE

MEDIA PLAN

Media Campaign Opportunities:

- With so many of our competitors still focused on upper funnel tactics, we can take advantage of our specialization in targeted advertising to further differentiate our state.
- Looking ahead in 2022, the outdoors, nature, and national parks continue to be a top motivator for travel. Add to this that consumers continue to do more research than ever before, we will have a larger digital footprint to intercept our ideal consumer with content that reflects longer stays and Forever Mighty objectives.
- Industry first partnership with Tripadvisor.
- Expand on our custom endemic partnerships from 2021.
- Continue to pave the way for sustainable tourism advertising tactics and strategies.





Media Plan Objectives:

- Increase targeted awareness.
- Capitalize on audience targeting capabilities for use across all aspects of media campaign.
- Continue content first programs with Tripadvisor by creating an industry first partnership.
- Have Forever Mighty messaging across multiple channels, strategically placed based on audience and environment.
- Innovate, "if it was easy it would just be the way."



Funnel Definitions

SEE

People who have previously taken a Red Emerald trip to a national/state park and/or have taken an off-the-beaten-path vacation in the past.

THINK

Red Emerald Ready people who are in the early stages of planning their next non-winter vacation, typically 30-50 days out from booking.

DO

Red Emerald Ready people who are ready to book their next vacation to either Utah or a competitive/dream destination.

CARE

People who have either recently booked their vacation or who are actively traveling throughout our state for vacation. No longer focused purely on Red Emerald ready travelers as our goal is to any confirmed travelers at this stage.

Funnel Definitions

SEE

20%

YouTube, Pre-Roll, Display, CTV, Social

THINK

48%

Native Endemic, Native Programmatic, YouTube, Pre-Roll, CTV, Social

DO

15%

Native Endemic, Native Programmatic, Pre-Roll, Display, Social

CARE

17%

Digital OOH In-Market, Digital Radio, Native Endemic, Native Programmatic, Pre-Roll, Display, CTV, Social

Selected Partners

About the Selection Process:

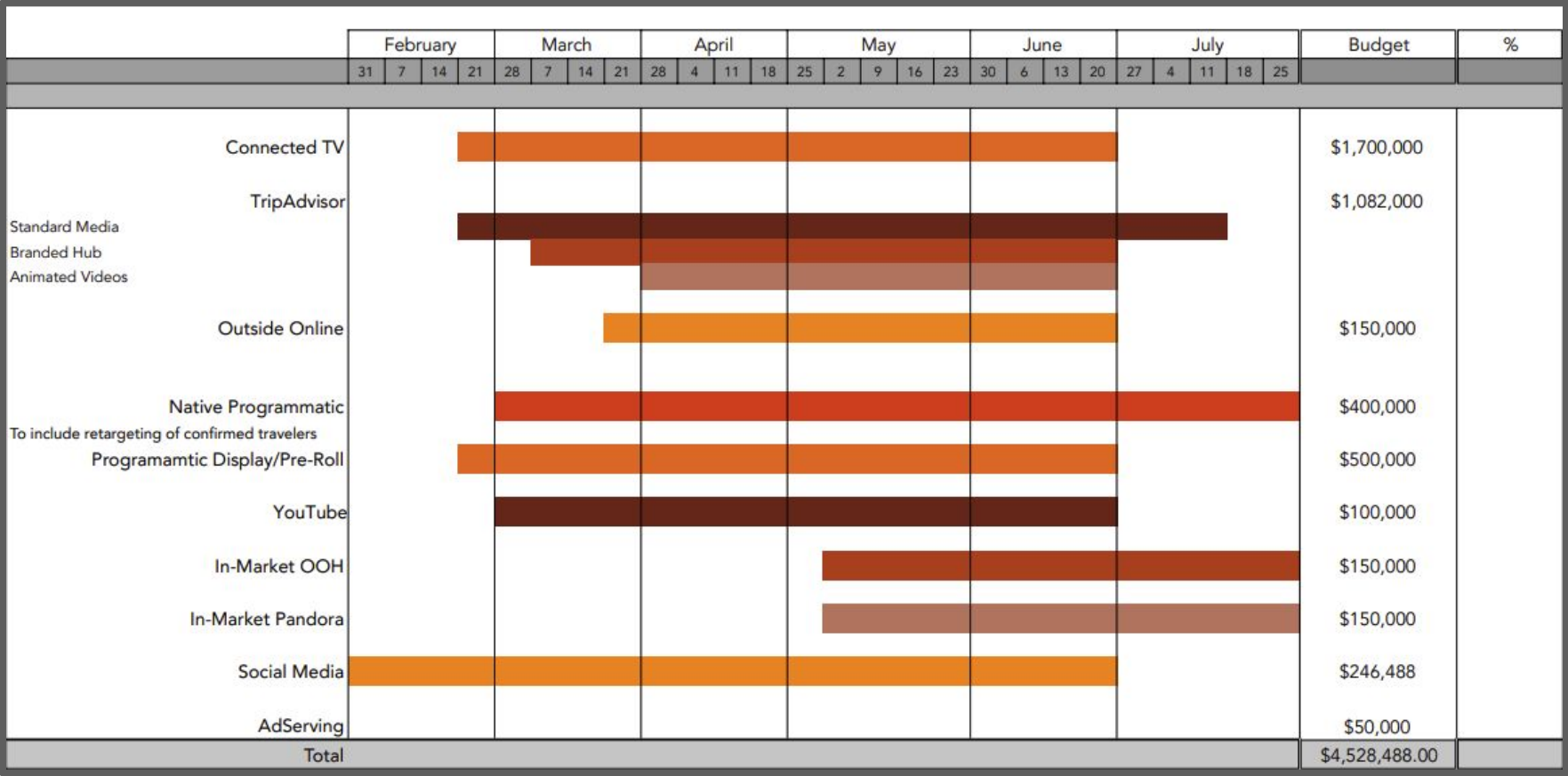
- Partners who showed a clear understanding of the goals and adjusted strategies outlined in RFP were selected.
- One goal of the media plan was to further control the narrative around Utah as a vacation destination. This goal generated an increase in focus on native advertising. With this in mind, we balanced our campaign between proven Endemic native partners as well as proven programmatic native partner.
- With Pre-Roll and Display advertising, our goal was test three programmatic partners against one another.
- Work with partners who can help measure ad exposed and non-ad exposed spend behaviors of travelers through the state.
- Utilize Pandora to intercept active travelers throughout Utah to provide them Forever Mighty principals.
- Utilize programmatic OOH to intercept active travelers throughout Utah to remind them to prepare for where they are going.



Media Plan:

Media	2020	2021	2022	Media Percentage
National Cable	\$2,313,255	\$1,623,402	-	0%
ConnectedTV	\$1,300,000	\$1,100,000	\$1,700,000	38%
OOH	\$221,931	-	\$150,000	3%
Digital	\$1,597,444	\$1,240,527	\$2,432,000	54%
Social	\$275,000	\$221,340	\$246,488	5%
Total	\$5,707,630	\$4,185,269	\$4,528,488	-

Flow Chart:



ADVERTISING

Creative Strategy

Inspire travelers to travel thoughtfully in Utah, inviting them not only to come here—but to slow down, show reverence and respect, and connect with people and place. Because ultimately, these behaviors result in more meaningful and transformative experiences.

- Develop Forever-Mighty-pillar-specific spots: respect, connection, slowing down, etc.
- Maintain the poetic, emotional voice of Renaissance.
- Use more dark sky footage.
- Feature our fantastical scenery, regardless of location. No location tags.
- Consider a Forever Mighty CTA.

Creative Concept

To communicate our Forever Mighty pillars in a way that will inspire our audiences to travel here, we sought universally appealing, timeless messages to show that more thoughtful travel aligns with more rewarding experiences. Drawing inspiration from ideas grounded in respecting and connecting to people and place, we highlight the benefits inherent in slower travel including closer relationships, deeper mindfulness and increased gratification.

This approach has inspired resonant pieces highlighting our shared existence as part of nature, not separate from it. Our interconnectedness reminds us that to be enjoyed, these landscapes must also be respected.

See/Think Advertising Creative - Slow Down



Utah Film Tourism: Southern Utah

Utah Film Tourism

- Campaign:
 - Better understand the economic potential of film tourists.
 - Promote Red Emerald travel via a film tourism add-on (drive dispersion, increase quantity of activities in which a traveler participates, increase spend, increase LOS, influence bookings) among confirmed travelers in Southern Utah.
 - Raise awareness of the brand “Utah. America’s Film Set.®” among Northern Utah travelers.



Target Geo:

National, with a likely focus on regional markets



Timing:

4/1/22 - 6/30/22



Target Audience:

Film buffs and Red Emerald ready travelers who can be persuaded to visit film locations across Utah



Channels:

Native, Social, Display

Programmatic Native

- Strategy Continued:
 - Promote the use of itineraries, guides, and responsible travel.
 - Layer in custom audience segments
 - Retarget website visitors from current film pages on VisitUtah.com
 - Retarget audiences who engage with our native advertising campaign
- Total Budget: \$30,0000

Movies Filmed in Utah: Plotting a Cinematic Drive-Through

Follow a Germany-based film enthusiast on her road trip to some of Utah's most iconic silver screen backdrops.

Written By Andrea David



ADVERTISING

PAID SOCIAL

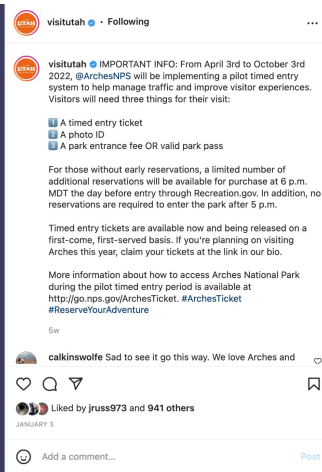
February (WiSU), March 1–June 30

Brand Awareness

- High-funnel impressions
- Interest driven through video views, engagement, link clicks
- Landing page conversions
- Support for Film Tourism

Affinity + Advocacy

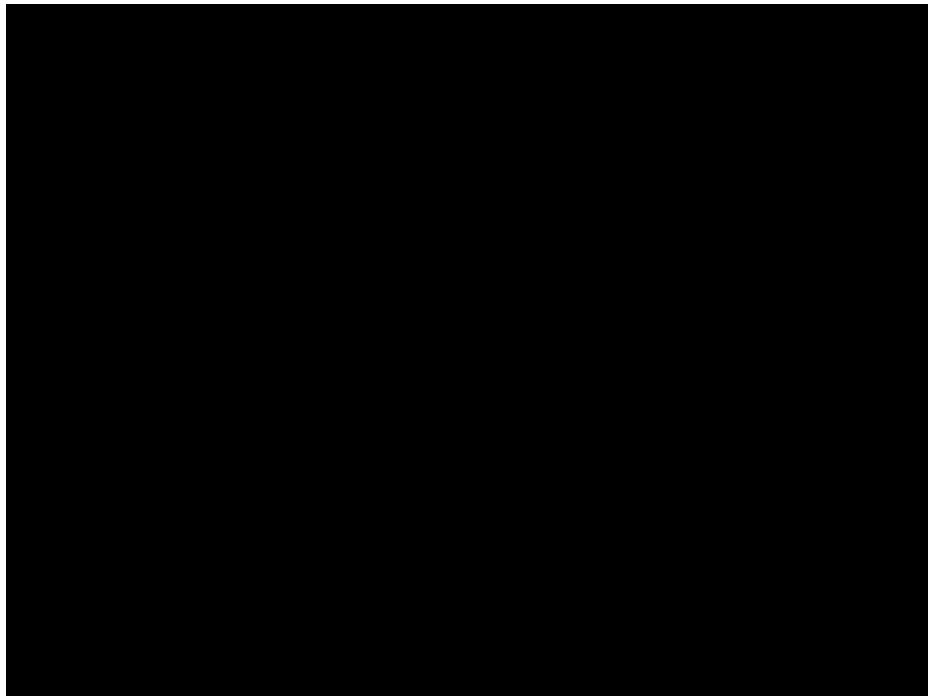
- Increase positive sentiment
- Increase volume of quality #ForeverMighty conversations



CONTENT MARKETING

Campaign landing pages

- Top of funnel
- Benefits of Slow Travel
- Prepare for Utah's Busy Season
- Forever Mighty
- Lower-funnel prep, experience and trip advocacy



STORYTELLING

Forever Mighty production

- Six new long-form videos
- “Care” funnel re-targeting
- High-funnel test

Key Themes

- Education, empowering youth
- Honor locals
- Land stewardship
- Plan and prepare
- Respect for indigenous cultures





EMAIL NEWSLETTER

Expanded coverage

- 12 Sunday long-form articles
- 4 monthly newsletters

More readers

38.8%

Open rate month of January

**+10.7% increase in open
rate since launch**

Utah in Depth: Paradise and Slickrock External Inbox x

Visit Utah inspiration@visitutah.com via [mailchimpapp.net](#)
to me ▾

Sep 12, 2021, 9:01 AM ☆ ↶ ⋮

LIFE
UTAH
ELEVATED

SEPTEMBER 12TH

A single story shared weekly by Visit Utah



Capitol Reef Overlook

Photo: Stephen Trimble

Paradise and Slickrock

MEDIA VISITS

Pitches

- Utah: The Journey Within
- Utah's Most Charming Base camps
- Immersive Utah Experiences for the Ed-Venturer
- Winter in Southern Utah: An Unexpected Paradise

Denver Media Mission

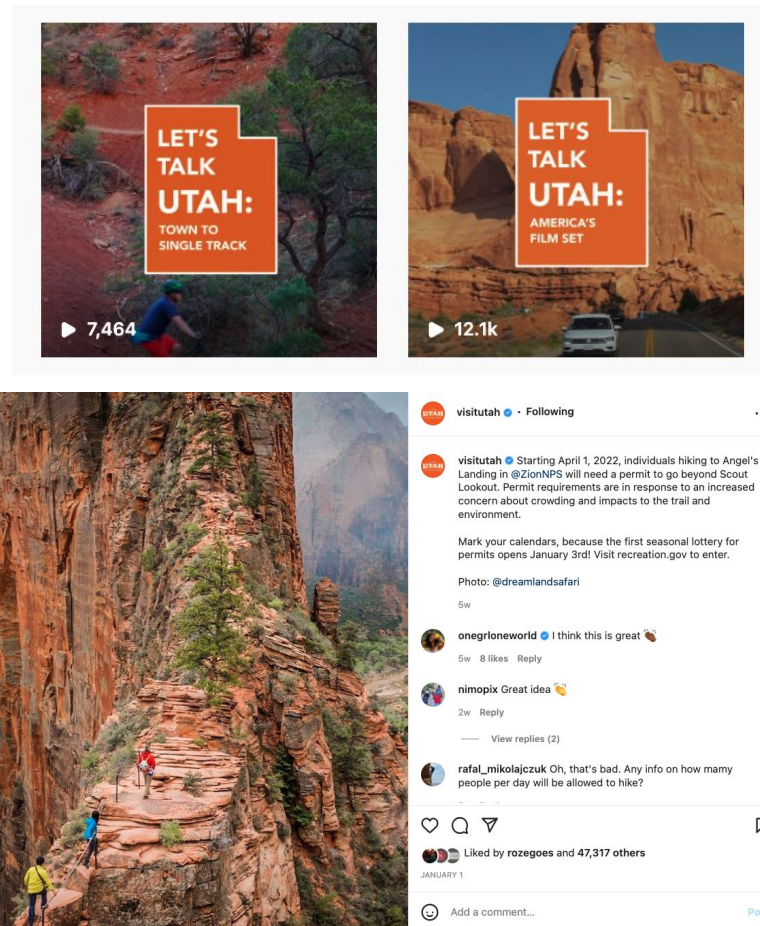
FAM Tours

- Red Rock Retreat



ORGANIC SOCIAL

- Red Emerald locations and experiences
 - Inform and distribute visitors
- Forever Mighty messaging
- Diversification of video content
 - Reels and TikTok
- Support for Dark Skies Month
- Let's Talk Utah Season 3



AMBASSADORS & INFLUENCERS

6

New advocates for “Let’s
Talk Utah” IGTV Season 3

Inspiring responsible travel

5

Influencers in-market
April–May

**Gen Z, She Travels, BIPOC,
LGBTQ+, Boomers**



@by_lakeisha

LAKEISHA | MOMlife + diyMOM

Digital creator

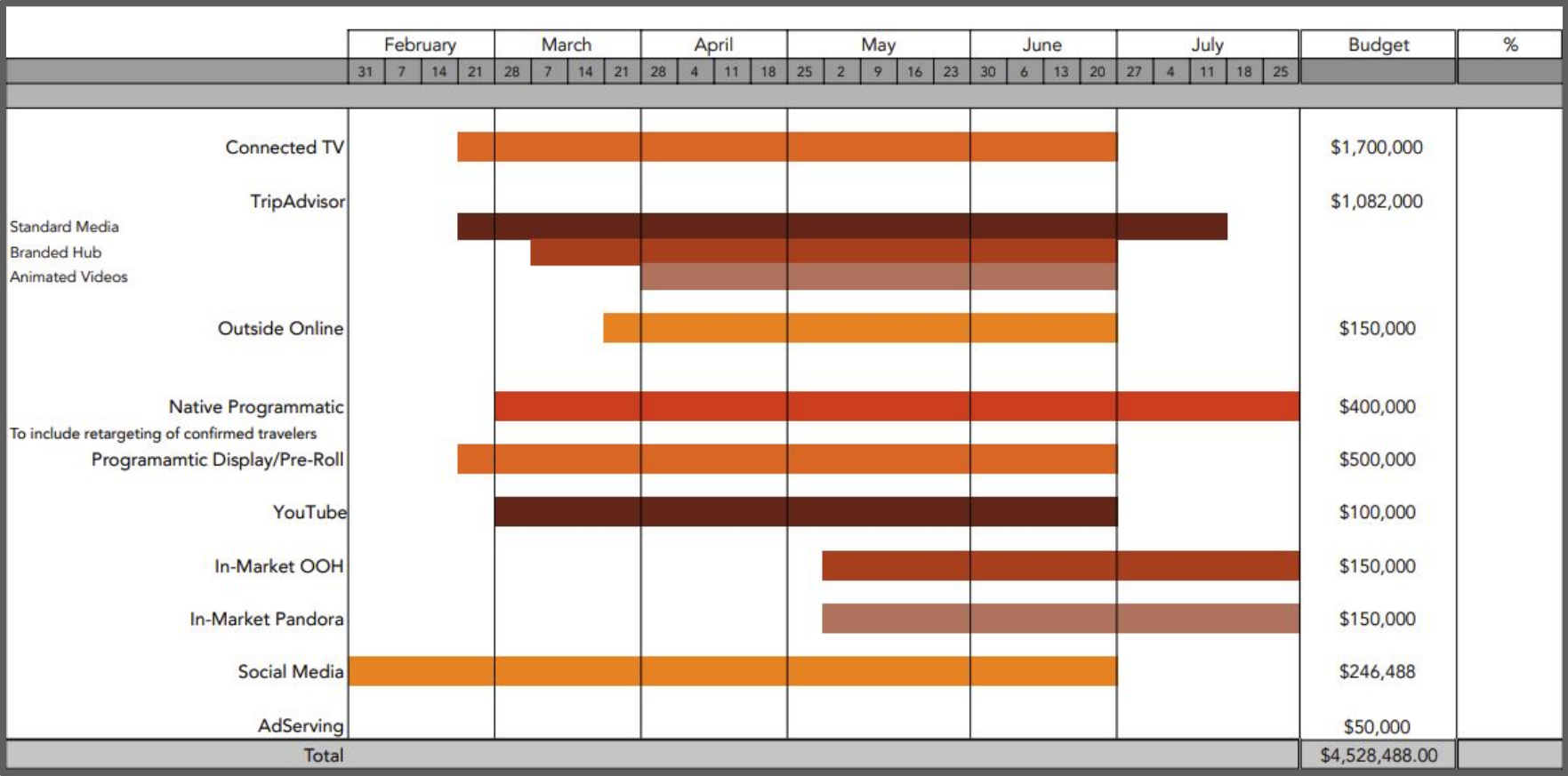
LIFE
UTAH
ELEVATED



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Flow Chart:





SKI+

Marketing Committee
February, 2022

Media Plan

Ski+ Spring Push

- Campaign:
 - To stimulate bookings for our spring ski season, we will partner with our top performing native, display, and pre-roll partners.
 - Custom Audience:
 - Anyone who has taken a spring ski vacation in the past two years from March 1 - April 15th.



Target Geo:
15% In-State, 85% National



Timing:
2/15/22 - 3/30/22



Target Audience:
Skiers who are interested in taking
a spring ski vacation.



Channels:
Native, Display, Pre-Roll

Recommended Partners

- Storygize: Native
 - With a strong ADR of \$162, Storygize has generated over \$2.6M in hotel revenue.
 - Total Budget: \$100,000
- CausallQ: Pre-Roll and Display
 - Currently driving an ADR of \$158, with \$1.2M in hotel revenue.
 - Total Budget: \$100,000



STORYTELLING

Spring Skiing: Snow Science

- Forecaster Evan Thayer
- Expert guide explaining why some of the best skiing and riding is yet to come, and how to experience it.
- Appeal to powderhounds.

Amplify strong-performing pieces showing key differentiators and metro to mountain interface as it warms up in the valley.



LIFE
UTAH
ELEVATED



DATA HEADLINE

Time Period

##

Data Point

- + Secondary Stats
- + Secondary Stats
- + Secondary Stats

